

**Listing of Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Cancelled)

17. (New) A personal care product comprising:

a liquid impervious baffle;

a liquid pervious liner;

an absorbent core positioned between the baffle and the liner; and

an odor sorbent substrate that is coated with a durable activated carbon ink, the activated carbon ink consisting essentially of activated carbon particles and a binder.

18. (New) The personal care product of claim 17, wherein the personal care product is selected from the group consisting of diapers, training pants, absorbent underpants, adult incontinence products, and feminine hygiene products.

19. (New) The personal care product of claim 17, wherein the substrate is wrapped around the absorbent core.

20. (New) The personal care product of claim 17, wherein the substrate is positioned between the baffle and the absorbent core.

21. (New) The personal care product of claim 17, wherein the substrate is positioned adjacent to one or more ends of the absorbent core.

22. (New) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 2 and 80 wt.% of the substrate on a dry basis.

23. (New) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 5 and 75 wt.% of the substrate on a dry basis.

24. (New) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 10 and 30 wt.% of the substrate on a dry basis.

25. (New) The personal care product of claim 17, wherein the substrate contains a film, nonwoven web, coform web, airlaid paper web, wetlaid paper web, or a combination thereof.

26. (New) The personal care product of claim 17, wherein the substrate contains a wetlaid or airlaid paper web.

27. (New) The personal care product of claim 17, wherein the substrate contains a film.

28. (New) The personal care product of claim 17, wherein the binder is a styrene-acrylic binder.

29. (New) A pouch for disposal of a personal care product, the pouch being formed from a substrate that is coated with a durable activated carbon ink, the activated carbon ink containing activated carbon particles and a binder.

30. (New) The pouch of claim 29, further comprising a fastening means.

31. (New) The pouch of claim 29, wherein the substrate contains a film.